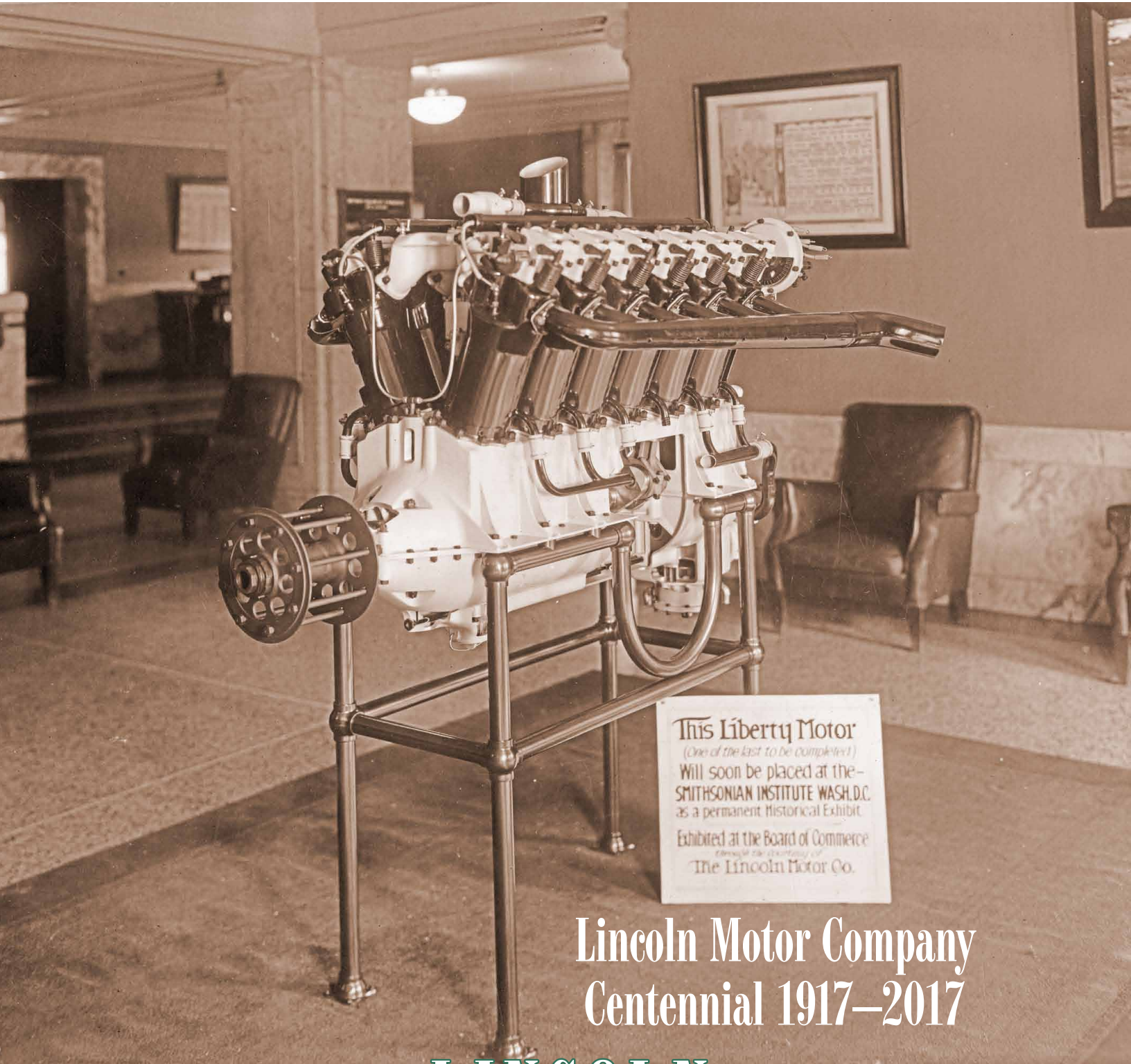


# The LINCOLN LINK

LINKING TOGETHER ALL ELEMENTS OF THE LINCOLN MOTOR CAR HERITAGE



This Liberty Motor  
(One of the last to be completed)  
Will soon be placed at the-  
SMITHSONIAN INSTITUTE WASH.D.C.  
as a permanent Historical Exhibit.  
Exhibited at the Board of Commerce  
*through the courtesy of*  
The Lincoln Motor Co.

Lincoln Motor Company  
Centennial 1917–2017

# LINCOLN

MOTOR CAR FOUNDATION



# The LINCOLN LINK

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■ **THE LINCOLN LINK** is the official newsletter of The Lincoln Motor Car Heritage Museum and Research Foundation, Inc., Gilmore Car Museum, 6865 Hickory Road, Hickory Corners, Michigan 49060. Opinions expressed herein do not necessarily represent or reflect Foundation policy. Newsletter contributions should be sent to the address above.

■ Earlier issues of The LINCOLN LINK are available as back issues. Price is \$5 each, postpaid.

■ **MEMBERSHIP IN THE LINCOLN MOTOR CAR FOUNDATION**  
 Membership categories: \$25 Annual; \$100 Annual Sustaining; \$1000 Annual Corporate; \$1000 Lifetime (or four payments of \$250); Memorial (\$500 minimum, please provide name of honoree).

Send your name and a check to: Cornerstone Registration Ltd., P.O. Box 1715, Maple Grove, Minnesota 55311-6715, or call 866 427 7583 and pay by credit card. Contact them by e-mail at LCOC@cornerstonereg.com.

■ **ON OUR COVERS:** Front, a Liberty motor built by the Lincoln Motor Company prior to shipment to the Smithsonian; back, an original magazine advertisement promoting the 1965 Lincoln Continental four-door convertible.

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\* Vice President, Ford Motor Company and President, The Lincoln Motor Company



■ Added to the Lincoln Motor Car Heritage Museum's holdings during 2016 was the 1941 Lincoln Continental Cabriolet owned for more than half a century by former LCOC president L. Dale Shaeffer, generously donated by his family.

## Lincoln Motor Car Heritage Museum Update

BY DAVID SCHULTZ  
*LMCF Chairman*

**T**HE LINCOLN MOTOR Car Heritage Museum ended the year on a high note, with the donation of two automobiles to the museum's growing group of classic Lincoln motorcars. Of equal significance, three separate groups from Ford Motor Company visited the museum!

The Dr. L. Dale Shaeffer family of Michigan donated Dr. Shaeffer's 1941 Lincoln Continental Cabriolet, which he had owned for more than 60 years. Dr. Shaeffer was the second president of the Lincoln Continental Owners Club (LCOC). His widow and children attended the 2016 Lincoln Homecoming for a formal donation ceremony.

Randy Fehr of Iowa for-

mally donated his 1949 Lincoln Cosmopolitan convertible, which had previously been on loan. During Mr. Fehr's ownership, the car benefitted from a complete restoration to as-original condition.

During 2016, individuals from the Lincoln marketing department, Lincoln product planning department, and Lincoln design department visited the Lincoln Motor Car Heritage Museum. Among the individuals visiting the museum were Moray Callum, Vice President, Design Ford Motor Company, and David Woodhouse, head of Lincoln design. Each of them brought their respective teams. The visits were hosted by LMCF board members Jim Blanchard, Jack Juratovic, Vaughn Koshkarian, Bruce Kopf and David Schultz.

Also taking place during 2016:

- The completed restoration

of a 1926/7 Lincoln L chassis. Donated by Arnold Schmidt, the chassis was restored by Paul Van Stratton and his team of volunteers. Major funding came from the Nau Family, in memory of long-time Lincoln enthusiast Gerry Nau. Several LOC members donated parts.

- The loan of a 1946 Lincoln Continental cabriolet by David Bunch of Florida. This is a one-off car customized by Lincoln's design department. Unique features include a custom color, wheel covers painted body color, Haartz cloth top and chromed spare tire carrier.

- The loan of a freshly-restored 1940 Lincoln Continental Cabriolet by Lincoln Motor Car Foundation Chairman-Emeritus Jack Eby, who has led the LMCF for many years.

- A LMCF capital campaign drive, which continues into 2017.

Its objective is to build an endowment fund that ensures the continued operation of the museum for years to come. Matching funds have been pledged by Jerry Capizzi and Chris Dunn.

Looking ahead, the 2017 Homecoming will take place on August 9-13. (A “pre-meet” event will be held in Dearborn, Mich., on August 6-9.) While the 2017 Homecoming will be hosted by the Lincoln Owners Club, it will be attended by all four Lincoln clubs—the Lincoln and Continental Owners Club, Lincoln-Zephyr Owners Club, Road Race Lincoln Register and the LOC. The theme will be the 100th anniversary of the founding of the Lincoln Motor Company to build Liberty Motors for the war effort. (The company was re-incorporated in 1920 to build motorcars.)

The LMCF museum committee is led by Jim Blanchard. Other committee members are David



Schultz, Vaughn Koshkarian, Bruce Kopf and Jack Juratovic.

Complete details on the 2017 Homecoming, including registration forms, are available on the LMCF web site: [www.lincolncar-museum.org](http://www.lincolncar-museum.org).

■ Other new exhibits at the museum during 2016 were a restored 1926/7 Lincoln Model L chassis donated by Arnold Schmidt and restored by the Nau family and others (above) and a 1949 Lincoln Cosmopolitan convertible donated by Randy Fehr (below).



# Chairman's Message

It's been awhile since our last issue of *The Lincoln Link* and, hopefully, we've made up for that with an issue that brings you up to date on what's been happening at the Lincoln Motor Car Foundation as well as the Lincoln Motor Car Heritage Museum.

Among the articles in the issue is one about Peter J. Platte, whose Detroit Lincoln dealership building was the model for our Lincoln museum in Hickory Corners. The article was written by his grandson, Jim O'Connell, who also shared with us priceless photos and memorabilia related to the dealership.

Our 15,000-square-foot museum contains a variety of elegant Lincolns as well as significant Lincoln memorabilia—thanks to many truly generous donors.

This issue also contains a complete listing of Lincolns currently on display in the museum. We are always on the lookout for additions, particularly for those cars that are on loan. If you have questions or would like to discuss a donation, please call Jim Blanchard or me.

We are especially pleased that the museum has been visited by three groups connected with the Lincoln brand—the Lincoln marketing team, the product planning group and the design team, including Moray Callum, Ford Motor Company's chief designer and David Woodhouse, Lincoln design head. The museum also hosted a visit from a Chinese automotive magazine's editors.

The Lincoln Motor Car Foundation (LMCF) board leadership continues its efforts to create and maintain a world class automotive museum. Since the museum opened its doors nearly three years



ago, thousands of people have visited. What they have seen is an attractive, professionally-designed museum that tells “the Lincoln story.”

Although the museum has been built, much work remains, specifically raising funds for an endowment fund that will ensure the operation of the museum for years to come. If you'd like to discuss your financial gift to the LMCF endowment fund, contact Jack Eby, Vaughn Koshkarian, Bruce Kopf—or any LMCF trustee.

We hope you'll join us in August for the annual Lincoln Homecoming. A great weekend of activities has been planned. This year, we'll recognize the 100th anniversary of the founding of the Lincoln Motor Company, to build Liberty Motors. Check the Lincoln Motor Car Foundation web site for details: [www.lincolncarmuseum.org](http://www.lincolncarmuseum.org). The web site also contains regular updates on museum happenings.

*David Schultz*

—DAVID W. SCHULTZ  
LMCF Chairman and CEO

## LINCOLN

MOTOR CAR FOUNDATION

### The LINCOLN LINK

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Gilmore Car Museum  
6865 Hickory Road  
Hickory Corners, Michigan 49060  
[lincolncarmuseum.org](http://lincolncarmuseum.org)

■ **The Lincoln Motor Car Heritage Museum is for you!** America's passionate love affair with the Lincoln automobile continues to inspire new generations. This is demonstrated in a variety of ways, including the formation of affinity clubs in which enthusiasts can share their interest in a particular brand or segment of the automotive market, past and present. The Lincoln automobile has inspired the creation of four major affinity clubs. These have inspired the Lincoln Motor Car Foundation, its Museum and its work of Sharing the Living Legacy of the Lincoln Motor Cars.

The Grand Opening of the Lincoln Motor Car Heritage Museum took place August 9, 2014. We invite you to explore what we have to offer and visit the Museum located on the Gilmore Car Museum Campus in Hickory Corners, Michigan. The Museum is open Monday through Friday from 9 a.m. to 5 p.m., Saturday and Sunday from 9 a.m. to 6 p.m. The 3rd Annual Lincoln Homecoming, the annual gathering of the four Lincoln clubs at the museum, will take place at the museum August 10-13, 2017. Join in the fun!



# Why the Need for a Museum Endowment?

BY JACK T. EBY

“AMAZING! TERRIFIC! Truly awesome! This is my third visit” are just a few of the accolades expressed by visitors to the Lincoln Motor Car Heritage Museum in Hickory Corners, Michigan. The objectives of the Lincoln automobile affinity clubs to preserve and share the history the Lincoln automobile and the people who made it great have been achieved based on the recent reactions of hundreds of thousands of visitors.

The museum is fifteen thousand square feet of Lincoln magic, including vehicles, memorabilia, and interpretive exhibits. The Lincoln history is traced from Henry Leland learning precision manufacturing at the Springfield Armory during the American Civil War through the recent introduction of the new 2017 Lincoln Continental. Lincoln is truly a unique brand in that its history stretches back to the middle of the nineteenth century and includes many of the giants of the automobile industry, including Henry Leland, Billy Durant, Henry Ford and Edsel Ford. The length and cross-currents of the Lincoln history create a unique perspective of the entire American automobile industry.

The Lincoln building, furnishings and exhibits have been funded by generous gifts from hundreds of individuals and

organizations who share an interest in American automobiles and a passion for the Lincoln brand. The donors' generosity allowed the museum, its furnishing and collection to be debt-free and constructed without “public money.”

The Lincoln museum building, furnishings and collection are owned by the Lincoln Motor Car Foundation. The Foundation is a not-for-profit Michigan corporation designated as a 501 (c) (3) public foundation by the U. S. Internal Revenue Service. Although the building is owned by the foundation, it is built on land leased by the Lincoln Motor Car Foundation from the Gilmore Car Museum. Through a contractual relationship, the Gilmore also maintains the Lincoln building, grounds and collection on a year-to-year basis. The contract, if mutually agreed, extends to 2114.

The annual rent and maintenance charges owed to the Gilmore and the ongoing wear and tear on the furnishings and collection require a substantial amount of money be raised on a continuing basis. To assure the availability of a portion of the required funds, a sequestered endowment fund identified only for rent and maintenance has been established—but it requires funding. The initial base amount of the endowment fund is projected at \$1.5 million. To assure a continuing availability of funds, only the income from the endow-

ment fund will be used, with the corpus preserved. To date, generous donors have stepped forward with about half of the \$1.5 million, but contributions from more people and organizations are desperately needed.

Now is the opportunity for you to become a part of preserving and sharing the legacy of the Lincoln automobile. The facilities and collection currently exist; the missing ingredient is funds. Please join your friends by making a generous, tax-deductible donation in support of a rent and maintenance endowment fund for the Lincoln Museum. This is one of those unique opportunities to “pay forward” for the next generation of those who will be interested in the Lincoln brand.

Contributions identified for the endowment should be forwarded to:

Mr. Bruce Kopf, Treasurer  
Lincoln Motor Car Foundation  
825 Lake Shore Road  
Grosse Pointe Shores, MI  
48236-1453

Thank you from your current friends now and those unnamed ones who will come in the future.

■ *Jack T. Eby is the immediate past chairman of the Lincoln Motor Car Foundation. He played a major role in the creation of the Lincoln Motor Car Heritage Museum and continues his involvement as head of the museum's endowment campaign.*

# 2017 Lincoln Clubs National Calendar

## **MARCH 30-APRIL 1**

LOC/LZOC All Lincoln Swap Meet . . *Lancaster, Penn.*

## **JUNE 15-17**

LZOC West GOF XXVII . . . . . *Hamilton, Mont.*

## **AUGUST 5**

LOC East Coast Meet. . . . . *Macungie, Penn.*

## **AUGUST 10-13**

Annual Lincoln Homecoming\* . *Hickory Corners, Mich.*

## **AUGUST 18**

LOC West Coast Barbecue, Kuettel Ranch *Soquel, Calif.*

## **OCTOBER 5**

LOC annual business meeting and dinner *Hershey, Penn.*

## **NOVEMBER 10-11**

LZOC All Lincoln Swap Meet . . . . *Santa Maria, Calif.*

\*2017 National Meet for LOC, LZOC, LCOC and RRLR.



# 2017 Lincoln Homecoming to Recognize Founding of Lincoln Motor Company in 1917



■ As seen here at the Lincoln Motor Car Heritage Museum's opening in 2014, Lincolns of all ages will once again converge upon the Hickory Corners venue for the annual Lincoln Homecoming this August 9-13.

**T**HE 2017 LINCOLN Homecoming will be held August 9-13 at the Lincoln Motor Car Heritage Museum in Hickory Corners, Michigan, on the campus of the Gilmore Car Museum.

The 2017 Homecoming will recognize the 100th anniversary of the founding of the Lincoln Motor Company, which was created in 1917 to build Liberty V-12 motors for the Allied Forces during World War One. (The company was reincorporated in

1920 to build motor cars.)

This Homecoming will be the 2017 national meet for all Lincoln clubs. It will feature both judged and display-only classes. The 2017 Homecoming is being hosted by the Lincoln Owners Club (LOC), but all Lincoln clubs are invited to attend: the Lincoln-Zephyr Owners Club, Road Race Lincoln Register, Lincoln Continental Owners Club and the LOC.

“Since the Lincoln Owners Club is hosting this year’s event, we’re hoping for a good turn-

out of Classic Lincolns from the 1920s and ’30s,” said Eric van den Beemt, LOC president, “but what makes this annual Homecoming so special is there’s always a great representation of Lincolns from all eras.”

In addition to the traditional weekend events (Thursday through Sunday) there will be optional events in Dearborn, Michigan, home of the Ford Motor Company, on August 6-9.

Host hotel for the optional Dearborn events will be the historic Dearborn Inn, built in 1929



by Henry Ford as an airport hotel for his nearby airfield.

Attendees are encouraged to arrive on Sunday, August 6. On Monday, August 7, attendees may visit Henry Ford Museum and Greenfield Village, a short walk from the Dearborn Inn. That evening there'll be a welcome buffet at the Dearborn Inn.

On Tuesday, there'll be a bus tour to the historic Ford Piquette plant (where the Model T was created and initially built), and the Edsel and Eleanor Ford Home. Dinner that evening will be held at the Dearborn Country Club (Henry Ford's country club).

On Wednesday morning, attendees may park their Lincolns in front of Ford Motor Company headquarters for photographs, then enjoy shopping in the Ford employee store and have lunch in the cafeteria before departing for Kalamazoo and Hickory Corners.

On Wednesday evening, there'll be two free events from which to choose: 1) the Gilmore Car Museum's weekly cruise-in, or 2) free hors d'oeuvres and refreshments at the host hotel, the Four Points Sheraton in Kalamazoo.

On Thursday, attendees may choose one of four separate driving tours: 1) tour of beautiful Meijer Gardens in Grand Rapids (lunch available); 2) tour of Off Brothers Automobile Collection and Charlton Park Historic Village, including lunch; 3) tour of Kellogg Bird Sanctuary followed by plated lunch at the Kellogg Manor House and a tour of the house; 4) tour of Bill Parfet Auto Collection, lunch and Bell's Brewery. All tours will conclude at approximately 4 p.m. That evening there'll be a dinner and tour at the Kalamazoo Air Zoo Aerospace and Science Center.



■ Cars exhibited at the LMCH museum run the gamut from the oldest 1920s models to the latest and most modern, the 2016 Lincoln Continental Factory Concept.

On Friday, there will be three separate driving tours: 1) tour of Meijer Gardens in Grand Rapids, 2) tour of Bill Parfet Automobile Collection, lunch, and Bell's Brewery tour, 3) tour of Kellogg Bird Sanctuary followed by plated lunch at the Kellogg Manor House and a tour of the house. All tours will conclude at approximately 4 p.m.

Friday evening activities will take place at the Five Points Sheraton Hotel, beginning with happy hour followed by dinner. A lively auction of Lincoln memorabilia and parts will take place following dinner. (Note: Items are needed for this auction. Please check your garage and basement for items that can be offered to your fellow Lincoln enthusiasts!)

On Saturday it's show time! The Lincoln Motor Car Heritage Museum will host the fourth annual gathering of Lincoln motorcars, showcasing Lincolns from the 1920s and '30s. Judging will be done by the individual clubs. During the afternoon, there'll be a Lincoln car auction as well as a dedication in the Lincoln museum. That evening, we'll again enjoy happy hour and dinner at our host hotel. (LOC and LZOC awards will be presented.) Saturday evening's speaker will be Jack Telnack, retired global Vice President of

Design for Ford Motor Company, who joined the company in 1958.

The weekend concludes with one final trip to Hickory Corners on Sunday for a car show from 10 a.m. to 2 p.m., which will include presentation by the LCOC of its awards as well as photographs of all Lincolns.

It must be emphasized that participation in most the touring events listed above is limited. The event committee strongly recommends signing-up promptly to avoid missing a tour. Regular updates will be posted on the Lincoln Motor Car Foundation web site. Additional meet details and all registration materials are available on the web site: [www.lincolncarmuseum.org](http://www.lincolncarmuseum.org).

Planning of the 2017 event is being coordinated by a LMCF standing committee comprised of the four Lincoln presidents: Eric van den Beemt, LOC; Tom Brunner, LZOC; John Talbourdet, LCOC; Mike Denny, RRLR; and David Schultz, LMCF chairman. Also assisting are Greg Bilpuch, who played a major role in planning the museum's dedication in 2014, and LMCF board members Vaughn Koshkarian and Bruce Kopf. LCOC members Bob Johnson and Dennis Garrett will again handle registration and other meet responsibilities.

## Peter J. Platte: Ford, Lincoln and Fordson Dealer in Detroit, Michigan—1915-1934

■ *The author of this article, Jim O'Connell, walked into the Gilmore Car Museum offices one day with a small pile of photos and some paperwork. The photos had been taken inside and outside a Lincoln dealership owned and operated by his grandfather, Peter J. Platte, in Detroit in the 1920's and '30's. Ironically, it was this same dealership that served as the inspiration for the exterior of the Lincoln Motor Car Heritage Museum. I asked Jim to write an article about his grandfather, using those photos and other items related to the dealership. His article includes a unique look into the operation of an automobile dealership in the 1920's and '30's.—EDITOR*

BY JAMES O'CONNELL

**I**F YOU WERE in the market to purchase a new Ford Model T a hundred years ago in the city of Detroit, our grandfather's agency would be on your list of car dealerships to visit, and it might be the last stop before buying the car of your dreams. This is story of our grandfather and his history as a leader in the sales of Ford and Lincoln cars in Detroit before it became known as "The Motor City." Within 15 years of start-up in 1916, Peter J. Platte Motor Sales was delivering 500 Fords and 25 Lincolns per month; he was operating one of the largest Ford and Lincoln dealerships in the nation, right within the city of Detroit.

The year was 1916, and the automotive industry was experiencing unparalleled sales growth, with Ford Motor Company the dominant manufacturer of vehicles. With the success of the Model T, Ford created a market that made it possible for the average American to purchase a car (or truck). Although motorized vehicles were once viewed as a "rich man's toy," Ford had by 1916 transformed the market to "I need one now" with more than 50 percent of the cars on the road built by Ford.

By the early 1920's, Ford's



■ *The Plattes' "Big Red House" on the shores of Lake St. Clair in the 1920's.*

production model, known as "Fordism," became the industry standard for efficiency, with a manufacturing focus on vertical integration and mass-production techniques. With the Model T in production from 1908 through 1927, Henry Ford achieved his objective of manufacturing a reliable, low-price car for the "masses." Unfortunately, Ford's market share began to erode by the mid-1920's and continued to do so through the mid-1940's, as did the fate of Peter J. Platte Motor Sales.

Peter J. Platte was born to Peter and Louise Platte in the city of Detroit on September 7, 1889; he died November 7, 1965, in East Detroit, Michigan (now East Pointe). Peter was raised with two brothers, John and Edwin, and a sister, Mamie, residing in Saint Clair Shores, Michigan. In addition, Peter had a step-brother, Fred Platte, who was also a Ford

dealer in Detroit.

This is how their home appeared in the mid-1920's. It was located on the shores of Lake St. Clair with few neighbors. It was nicknamed "the big red house," and the Plattes owned the lots to the right and left, with considerable lake frontage. Peter's parents lived two houses down in the "pretty pink house." (If you know where St. Gertrude Church is located on Jefferson Avenue, their home was slightly east and across the street.) The "big red house" disappeared a number of years ago, as did the "pretty pink house."

Our great-grandfather, also named Peter, owned two grocery and butcher shops, known as P. Platte and Sons, located on Hasting (a vacant lot today) and Lycaste (entrance to Chrysler's Jefferson North Assembly plant today) in Detroit. From 1906-1909, Peter worked as a stenographer and clerk in the grocery business and was living with his parents above the grocery store on Hasting Street, Detroit.

In 1908, Peter's brother, Edwin, was operating a grocery store known as Joseph Platte and Sons, located on McDougall in Detroit. By 1909, Edwin had partnered with his brother, John, to operate the Platte Brothers Grocery store on East Canfield.

Edwin lived above the store.

Peter married Lillian Elizabeth Steen on June 10, 1909. She was born on February 7, 1880, and died on February 2, 1961. After their marriage, Peter and his bride moved to Coplin Street in Detroit.

By 1912, Peter and his brother, John, were owners of John and Peter Platte Grocery and Butcher Store located on East Jefferson Avenue. John died at the age of 39 in 1914, and his brother Edwin took over John's share of the store. Peter then moved to East Jefferson Avenue, above the store, and Edwin was living on St. Aubin Street. In 1915 Peter bought out Edwin's interest and became the sole owner.

While managing his grocery business, Peter took a part-time position selling cars with a Ford agency located at Jefferson and Lycaste on Detroit's East Side. Peter was also displaying and selling cars from the parking lot of his grocery business.

"Go, Peter, go"—that was the type of person he was, always traveling full speed ahead and in the fast lane.

It was August 14, 1916, when, at the age of 26, Peter J. Platte, along with Fred W. Chalmers, purchased a Ford agency (dealership) under the business name of Platte-Chalmers Company, for the sum of \$1,500. Peter and Fred executed a "1916-Special Limited Agency Contract-1917" (the original

contract still exists) with Ford Motor Company, "a corporation located in Highland Park, Michigan." The one-year contract was to sell Fords at their agency located at Jefferson Avenue and Alter Road in Detroit, Michigan (known today as the Jefferson-Chalmers Historic District).

The annual contract established Platte-Chalmers' RSE (retail sales estimate or annual sales quote) at 200 cars starting August 1916 as follows:

- August 1916: 18 cars
- September 1916: 18 cars
- October 1916: 16 cars
- November 1916: 16 cars
- December 1916: 16 cars
- January 1917: 16 cars
- February 1917: 16 cars
- March 1917: 16 cars
- April 1917: 18 cars
- May 1917: 20 cars
- June 1917: 16 cars
- July 1917: 14 cars

In contrast to today's automotive sales market in Detroit, Ford was expanding its dealer network in 1916 at an incredible rate. The year our grandfather purchased his Ford dealership, Ford signed up or renewed 18 dealers in the city of Detroit and 132 dealers statewide. Ford had announced on December 10, 1915, the sale of the millionth Model T, with production exceeding 500,000 cars for 1915. What a great time for Peter J. Platte to commit and to become involved in one of the



■ The Peter J. Platte Motor Sales building was still in existence in 2014.

greatest business growth stories of all time—Ford Motor Company!

By 1919, the name of the dealership changed to Peter J. Platte Motor Sales; Peter was the sole owner. He expanded the dealership with the construction of a three-story brick and reinforced concrete structure located at Jefferson and Ashland Avenue (same block). The architects were James S. Rogers, Harrie W. Bonnah, and Walter C. Chaffee, well-known for their designs and buildings in the city of Detroit. Pictured above is Peter J. Platte Motor Sales as it appeared in 2014 (see Detroit1701.org for reference).

By 1922, Peter J. Platte Motor Sales had been delivering Fords in the city of Detroit for six years, and he was well positioned to take advantage of a new opportunity appearing on the horizon: the purchase of Lincoln Motor Company by Ford Motor Company. If anyone was in the right place (Detroit) at the right time (1922), with the right

PHONE LENOX 1717

**PETER J. PLATTE MOTOR SALES**

Lincoln *Ford* Fordson

CARS - TRUCKS - TRACTORS

AUTHORIZED DEALER

EAST JEFFERSON AVE. AT ASHLAND

DETROIT, MICH.



■ Peter J. Platte

people (Ford) and with a proven, successful track record (selling Ford), it was Peter J. Platte! What's more, he knew how to capitalize on this new business opportunity.

Peter's personality and character were well suited for the explosive automotive sales market in 1922. Peter was outgoing and gregarious, the type of person who upon initial contact you thought you had met before. He had a positive, can-do attitude with a drive and passion to succeed in business and in life. Peter was a committed family man and adored his wife, Lillian, and their three children, Ida, Marie and Peter Jr. Many of Peter's relatives were employed at his dealership.

Peter enjoyed the social side of life with frequent invitation-only parties at the "big red house" on Jefferson Avenue. Most Tuesday nights you'd find Peter at St. Gertrude Church, meeting with a few members of the congregation—for their weekly poker game. Peter would bring his own embossed poker chips with his name on the face, in eight different colors. He was an avid bowler and golfer who liked

to challenge the group and bring excitement to the event. Peter had his own golf ball printing machine so his name appeared on the circumference of the ball (not sure what he did with his bowling ball).

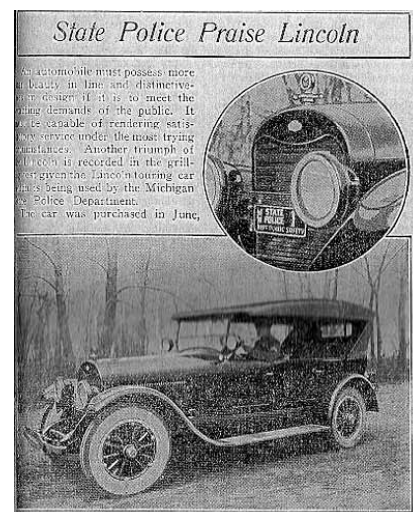
He was fearless and relentless in pursuing his dream of being Detroit's leading Ford and Lincoln dealer. Peter knew how to cultivate great business relationships, especially with Ford's top management, to include Edsel Ford. In fact, Peter's family home was located approximately three miles east of Edsel's home on the same street along the shores of Lake St. Clair. Most likely, Mr. and Mrs. Edsel Ford received one of those invitation-only party invites at the "big red house" on Jefferson Avenue.

During the first six months of 1922, automotive history was about to unfold between Ford Motor Company and Lincoln Motor Company that would exceed all expectations. Those events would change the landscape for Ford Motor Company, Lincoln Motor Company, and Peter J. Platte Motor Sales forever! From the time Henry Ford decided to purchase Lincoln Motor Company in February 1922, Ford's well-established, highly successful, aggressive business model assimilated all aspects of the Lincoln Motor Company in less than five months. It's truly an amazing success story of business assimilation and demonstrated Ford's ability to dominate all aspects of its businesses, industry and the take-over of its latest division.

An advertisement appeared in the *Detroit News*' July 2, 1922, edition, picturing Henry Ford explaining the versatility of Ford's

one-ton truck with a delivery price FOB (freight on board) Detroit of \$430. What's most interesting about the advertisement is the inclusion of 24 authorized Detroit Ford and Lincoln dealers located throughout the city of Detroit. It certainly did not take Ford long to integrate Lincoln cars into its vast network of dealers in Detroit and across the United States. Peter J. Platte Motor Sales was one of the 24 dealers listed in the 1922 advertisement.

When Ford acquired Lincoln, it was not realized by the general public that Lincoln was the fastest stock car in America and one of the most reliable vehicles of its time. It was known that Lincoln cars were fast, but Lincolns had never been entered in races or other contests prior to 1922. In an article published in *Ford News*' June 1, 1923, edition, Lincolns were highlighted for speed and reliability, as the article stated, "Since June 1921, the state police (Michigan) have been driving their Lincoln touring car, burning up the roads in summer and bucking the snowdrifts in the winter, giving this car the most grueling test for more than

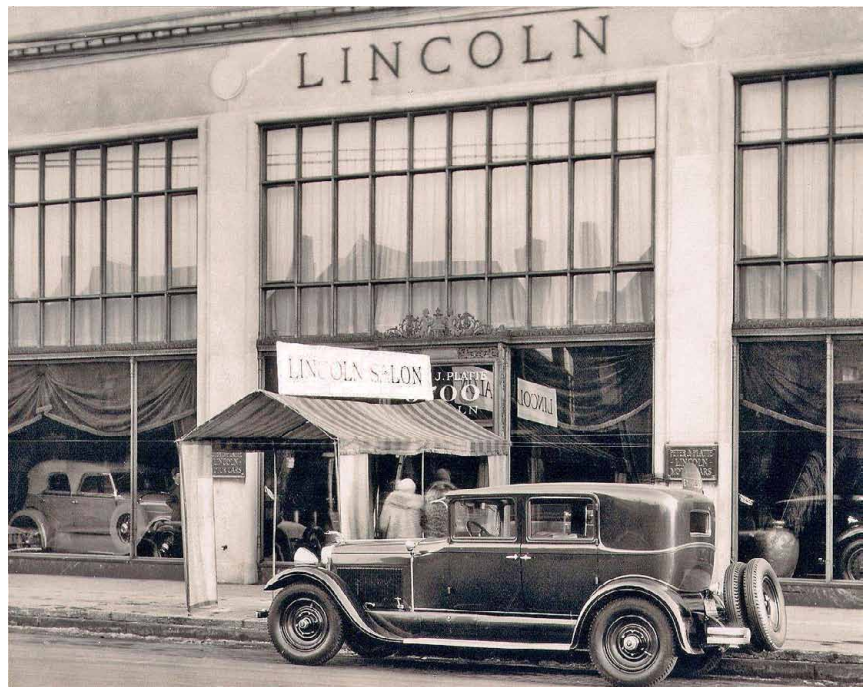


■ As early as 1921, Lincoln cars were becoming favorites of police departments.

50,000 miles.” The commissioner of the Michigan State Police declared Lincoln “the best balanced, easiest handling and best car I know of. I look forward to another 50,000 miles of good service before it needs any further attention. This remarkable performance has attracted the attention of police departments in all parts of the country, and particularly in Detroit, where things are moving so rapidly. Bandits, thugs and bootleggers had resorted to high-powered cars and it became necessary for the Detroit police to consider seriously the use of high-powered cars to keep lawbreakers in control.

“On May 17, 1923, the Motor Transportation Division of the city of Detroit, in conjunction with the Detroit Police Department, conducted a series of tests for the purpose of recommending the purchase of seven Lincoln Police Flyers. The Lincoln seven-passenger touring car (357-cubic inch displacement) won all the high-speed contests, the most remarkable one being the two-mile run from a standing start in one minute, 49<sup>2</sup>/<sub>5</sub> seconds. The car carried a six-passenger load of healthy policemen and attained a speed of better than 80 miles an hour. Lincoln out-performed Cadillac by eight seconds and Packard-Twin-Six (420-cubic inch displacement) by nine seconds, with Paige and Peerless finishing fourth and fifth, respectively.

“Just before this trial, Mr. Edsel Ford asked to be driven over the course, at which time a speed of 89.9 miles an hour was reached. The Lincoln also gathered all the honors in the half-mile run from a standing start in the record time of 38<sup>2</sup>/<sub>10</sub> seconds, attaining a speed of 76 miles an hour, followed by



■ Platte’s Lincoln Motor Sales building at 3700 Jefferson Avenue in Detroit was the model for the Lincoln Motor Car Heritage Museum’s façade.

Packard and Cadillac.”

This was the first public recognition of the fact that Lincolns were the fastest stock cars in America, something the bandits, thugs and bootleggers knew all too well—the power, speed and reliability of Lincolns were unsurpassed at the time.

In March 1924, Peter J. Platte Motor Sales was recognized by Ford Motor Company for employing the “Champion Ford Salesman” in the United States. As reported in *Ford News*’ April 22, 1924, edition, “41 Ford dealers in Detroit established a remarkable sales record in March 1924 by delivering 5,346 cars and trucks in a single month, exceeding any previous monthly sales. George Holzbaugh’s (salesman for Peter J. Platte Motor Sales) total monthly sales of 202 cars and trucks beat the nearest salesman by 28 units.” Mr. Holzbaugh was the “number one salesman” in the United States

and Peter J. Platte Motor Sales was selling record numbers of Ford cars and trucks.

In 1925, Peter opened a second dealership, Peter J. Platte Lincoln Motor Sales, located at 3700 Jefferson Avenue. If the Lincoln dealership were still standing today, you’d find it next to (east of) Rosa Parks Federal Building, U.S. Department of Homeland Security. The appearance of the dealership was described as “...built in a neoclassical architectural style, an imposing edifice typical of many luxury automobile dealerships of the era...” That quotation comes from the Lincoln Motor Car Heritage Museum, which opened in August 2014 and displays a number of priceless Lincoln automobiles from the 1920’s through modern times. The exterior appearance of the museum took its inspiration from Peter J. Platte Lincoln Motor Sales, as his Lincoln dealership

looked in 1925.

From June 20 through July 20 of 1925, 47 Ford dealers within the municipal limits of Detroit participated in a joint sales contest. The objective of the contest was to award prize money to salesmen whose unit sales exceeded their previous month's unit sales (known as their "par number") by the highest unit sales. George Holzbaugh of Peter J. Platte Motor Sales sold 72 cars and trucks during the contest period, almost double that of any other salesman. Unfortunately for Mr. Holzbaugh, his par number (previous month's unit sales) was 80 cars, resulting in his being awarded a gold watch for the highest number of units delivered during the contest. First prize (\$1,000) was won by Hettche Motor Sales: Mr. Shaw's par number was 11, with total units delivered of 40. Second prize of \$750 was awarded to Mr. Bennett of Peter J. Platte Motor Sales. Mr. Bennett's par number was 15, with total units delivered of 22 units. As *Ford News'* edition of September 1, 1925, stated, "All deliveries were carefully checked and verified by Ford employees attached to Detroit branch."

During June and July of 1927, as Ford's 15 millionth Model T-type vehicle rolled down the assembly line, the city of Detroit purchased 333 Model T-type vehicles from Ford Motor Company. The bulk of the order was handled by Peter J. Platte Motor Sales along with three other Ford dealers, Millenbach, Schneider and E.J. Clothier Motor Sales. The city of Detroit took advantage of a last-time buy to "purchase a supply of vehicles (Model T) which had rendered valuable services for many years." Of the 1,164 vehicles in use by the city of Detroit, 52% were Ford



■ *The showroom at the Platte Lincoln dealership, circa 1930*

cars and trucks.

The sales order consisted of 102 touring cars to be used by the police department as scout and patrol cars. As stated in *Ford News'* edition of September 1927, "Scout cars have proved of inestimable value to the police department in its work. Such cars are naturally subjected to the hardest usage where the service conditions are unusually severe. However, for ease of handling in traffic, all-round flexibility, and economy under such usage, the Model T is recognized as without a peer, such cars being leaders for this class of work." The balance of the order consisted of 100 trucks, one pick-up, 63 coupes, 51 Tudors and three runabouts for use in various other departments. The 100 trucks were "equipped with dump bodies for garbage collection, a type of work for which the one-ton unit is well fitted, owing to the fact that the planetary transmission can be operated from the running boards, eliminating an extra man from the crew."

In a letter dated May 12, 1929, to his wife, Lillian, and children while they were vacationing for the winter in West Palm Beach, Florida, Peter reported, "Ford business is very good. We have some types of Ford cars on hand,

a little short of Tudors and Roadsters. We are getting quite a few cars from the factory now. About all we can sell this month. Everybody here is working day and night, salesmen, office and garage. I have worked harder this winter than ever before. Everyone here is on their toes. High pitch. We are driving as hard as I know how to deliver 500 Ford cars for the month of May (1929.) If we can do it, it will be some record. Used cars are not selling very good. Our service station is so crowded with cars, new, used and customer cars, hardly turn around. Lincoln business is hard to get. Kenny (salesman) got on my nerves and muscles. He was not getting any business. He said Lincoln cars could not be sold in Detroit. Detroit was a tough town. I fired him and give him just 15 minutes to leave the building. He reported (me) to Ford Motor saying I fired him and ejected him from the building. Ford Motor said they did not care who I hired or fired so long as we are getting the business. They insist we sell 270 Lincolns in Detroit this year. Have been at Lincoln (dealership) most of my time. We delivered 20 Lincolns and took 23 orders for April. Have only taken two orders this month on account of

bad weather. Ford Motor insists I stay on the job and deliver 35 Lincolns this month. Have been out selling and working with salesmen every day. If Lincoln orders come in a little better in the next week, I will be able to leave. If not, I am afraid Ford Motor will go insane if I leave for Florida. They just plead and cry all day long for more Lincoln sales in Detroit. They say we must stop at nothing to sell a car. They are just about making every Ford dealer buy a Lincoln car. They watch bank accounts and will not take no for an answer.”

Immediately following the stock market crash in October 1929, Peter J. Platte Lincoln Motor Sales established a new sales record for the number of Lincolns sold in a two-week period. As reported in *Ford News*' January 15, 1930, edition, “A new record for sales during a Salon showing is said to have been made by Peter J. Platte, Detroit Lincoln dealer, during the Metropolitan Salon held in his establishment immediately after the recent stock market crash. In view of the fact that sales of cars in all price classes were affected at the time, the showing made by the Detroit dealer (Peter J. Platte) and his sales organization was more than ordinarily brilliant. During the two weeks (November 1929) that the Salon was in progress, 79 Lincoln cars were sold, of which 50 were the result of work of Platte's organization and 29 that of associate dealers.”

By 1930, Peter had expanded his holding with Peter J. Platte Motor Used Cars Sales, with locations at 10935 East Jefferson Avenue, 14401 Kercheval, and 30 Webb in Detroit, and later, at 205 North Main in Royal Oak.

One of Peter's conditions for purchasing the Lincoln dealership

in 1925 had been the inclusion of a “buy-back” agreement with Lincoln. On May 26, 1930, Peter J. Platte executed the buy-back agreement and sold the Lincoln dealership back to Ford for the sum of \$122,257.91 (check number 566). In today's dollars, the value would approach two million dollars.

As a Ford and Lincoln dealer in the late 1920's and early 1930's, Peter J. Platte was told repeatedly by Ford management that the availability of certain Ford vehicles required purchasing Lincolns; otherwise fewer Fords were available or Fords that were not as popular. Before long, Peter's showrooms, dealer lots, service bays, used car lots and available space on side streets were overflowing with vehicles, while the number of new and used cars on hand continued to grow. Ford's marketing and sales strategy of “iron-bound, factory-set quotas” had little relationship with unit sales and changing market demands. Ford was slow to respond to market conditions and failed to recognize that what was successful in the past no longer worked going forward. Many successful Ford and Lincoln dealers of the previous 20 years were rebelling and exiting their relationship with Ford Motor Company.

“Platte Celebrates Dealer Anniversary” was a headline in the *Detroit News*' Sunday, September 9, 1933, edition. The article stated, “Seventeen years of relationship with Ford Motor Company as one of its largest dealers will be celebrated by Peter J. Platte Motor Sales, 14801 Jefferson East, in conjunction with Ford's thirtieth anniversary. Platte became the pioneer Ford dealer in Wayne County on August 1, 1916,

utilizing a grocery and meat market he owned at Jefferson and Lycaste Avenue as a display and showroom. Platte recalls that before the sale of a car could be effected then, it was sometimes necessary to teach the entire family the delicate intricacies of driving. Features of the Plattes' anniversary celebration included a parade Monday night led by the Catholic boys' and girls' 100-piece band, in which every Ford model will be on display, and a fashion show.”

By the end of 1933, Peter J. Platte was no longer in the business of selling new Fords or Lincolns. The financial stress of lower sales volume, reduced pricing and margins, unavailability of popular Fords and mandated Lincoln purchases resulted in Peter J. Platte divesting his holdings with Ford Motor Company.

The reasons why Peter sold his Ford dealership in 1933 to his brother were described in an article published in *Business Week* for April 2, 1930, entitled “Ford Dealers Rebel; Many Leave Ranks.” The article stated, “With years of factory domination of every aspect of the sale, the business relationship between Ford Motor Company and its dealer network reached a low point. In November 1929, Ford enacted changes in dealer discount rates from 20% to 17.5%. Ford also reduced the price of models by \$15 to \$50. The net effect of reduced discount and lower pricing placed over 90% of the reductions on the backs of its dealers and diminished the dealer's already meager gross profit.” A summary of the specific objections at the time is as follows:

1. Road men who tour the country and report all violations

of factory rules and enforce strict discipline upon dealer organization;

2. Reduced discounts by which the possible margin for net profit has been reduced to approximate invisibility;

3. Treating contracts as “scraps of paper” as was done with the demand upon dealers to sign riders to their franchises accepting 17.5% discounts at the peril of their business lives;

4. Iron-bound, factory-set quotas which frequently have little relation to sales possibilities in dealer’s territory but are never below them;

5. Inclusion of Lincoln cars and Ford trucks in quotas for localities where sales of either may be practically impossible;

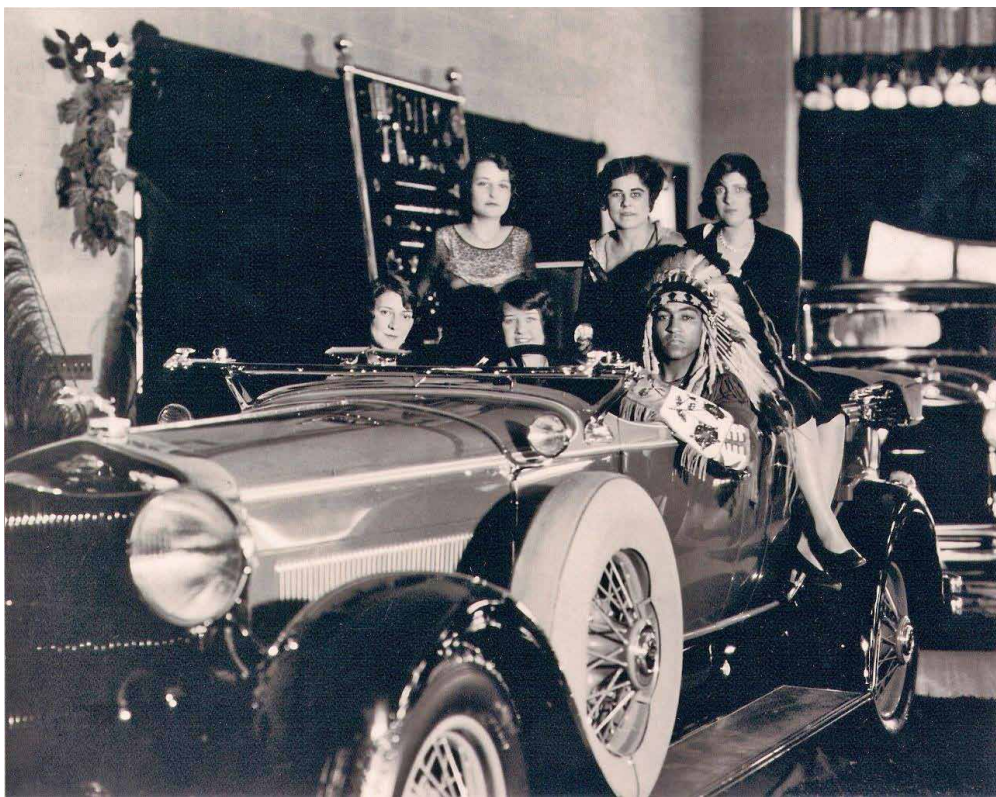
6. Failure of factory to consider dealer’s need in distributing models and colors;

7. Having to buy all garage equipment from a recognized Ford source regardless of relative need or price of equipment;

8. Factory exercising authority over amount of money to be spent for show rooms, garages, and similar investments in the business.

In 1934, Peter J. Platte became a DeSoto/Plymouth dealer. In a 1934 newspaper article entitled “Visiting New Showrooms” states, “Four new showrooms were opened during the week by DeSoto dealers, bringing a round of visits by Chrysler executives.” Those visitors in the article were “Roy Hannah, Harry G. Moock and J. B. Wagstaff pictured at Peter J. Platte’s dealership.”

In 1938, Peter J. Platte was elected president of the Detroit Auto Dealers’ Association. “Peter has served on the board of the association for many years.



■ A visitor in full Native American gear tries out the Lincoln Sport Phaeton in the showroom at Platte’s, accompanied by a bevy of gals, circa 1930.

Louis Rose, president of DeSoto Distributing Co., was elected vice-president. David J. Griffith, Oldsmobile dealer, is the new secretary, and Joseph E. Bayne, president of the Chrysler Detroit Co., is treasurer.”

In 1946, Peter J. Platte and his son, Peter Jr., were in business together selling machine tools. Peter J. Platte Machinery Sales Company was located at 7467 E. Davison Avenue in Detroit, Michigan. For almost twenty years, Peter and his son ran a successful business selling new and used equipment to support customers looking for large overhead cranes and hoists until his death on November 7, 1965, at the age of 76. Peter and his family are buried at Holy Sepulcher Cemetery in Southfield, Michigan.

As a very successful entrepreneur in Detroit during the early years of the automotive industry, Peter J. Platte set the standard for excellence in selling and servicing Fords and Lincolns. Peter played a

significant leadership role in shaping how cars and trucks were sold and achieved national recognition for outstanding vehicle sales. His commitment, focus and devotion to exceptional customer service were carried forward from his early days in his family’s grocery and butcher shop businesses. Peter’s achievements and influence within the automotive industry came during a period of great opportunities coupled with horrendous global historical events; that’s what makes those achievements truly outstanding!

On a final note, the writer would like to recognize and acknowledge the contribution and role that automotive dealers played during the early days of the industry, which is so often understated and forgotten. It’s my hope that the story of Peter J. Platte is a reminder of those individuals who were truly exceptional entrepreneurs and their significant contributions to the success of the automotive industry during the early days.

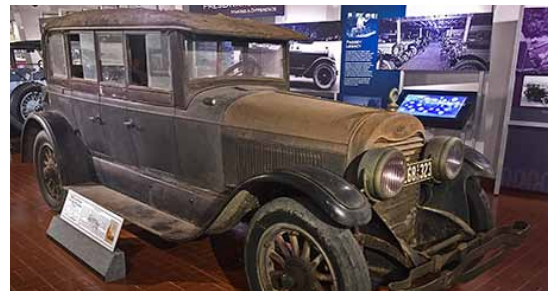


# The Museum Collection

■ *What classic Lincoln motor cars will you see when you visit the LMCH Museum? Herewith is a comprehensive overview of the museum's current holdings. We are grateful to those who have donated or loaned their Lincolns for the enjoyment of museum visitors, and to those contemplating doing so.*



**1922 Lincoln Brunn Type 112 Sport Phaeton,**  
*donated by Joan M. Milne, Lucerne, Colorado*



**1923 Lincoln Anderson Type 123 Touring Car (with "California" top),**  
*on loan from Lisa Passey-Chaffin, Austin, Texas*



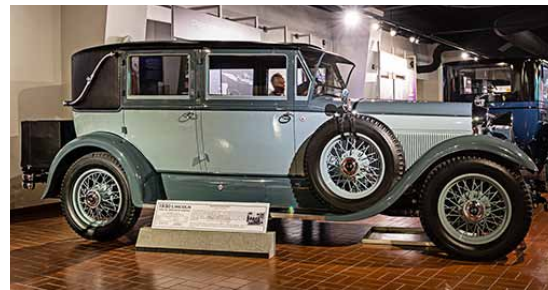
**1926-27 Lincoln Model L Chassis,**  
*donated by Arnold Schmidt, restored by the Nau family and others.*



**1928 Lincoln Locke Type 163B Sport Phaeton,**  
*on loan from John J. "Jay" Quail II, Mequon, Wisconsin*



**1928 Lincoln Dietrich Type 171 Convertible Sedan,**  
*on loan from the Gilmore Car Museum*



**1930 Lincoln Judkins Type 172 Berline,**  
*donated by Richard G. Zobelein, Jr., San Mateo, California*



**1932 Lincoln KB Type 241 Dietrich Convertible Sedan,**  
*donated by Ford Motor Company*



**1936 Lincoln-Zephyr Coupe-Sedan,**  
*donated by Ford Motor Company*



**1937 Lincoln-Zephyr Coupe,**  
*on loan from the Gilmore Car Museum*



**1937 Lincoln LeBaron Convertible Roadster,**  
*on loan from Lawrence "Larry" Smith, Saginaw, Michigan*



**1939 Lincoln LeBaron "Royal Canadian" Convertible Sedan,**  
*on loan from Richard & Linda Kughn, Dearborn, Michigan*



**1940 Lincoln-Zephyr Continental Cabriolet,**  
*on loan from John T. "Jack" Eby, Scottsdale, Arizona*



**1940 Lincoln-Zephyr Brunn Town Limousine,**  
*on loan from the Donald McIntosh family, Detroit, Michigan*



**1941 Lincoln Continental Cabriolet,**  
*donated by the L. Dale Shaeffer family, Jackson, Michigan*



**1942 Lincoln-Zephyr Sedan,**  
*donated by Tom & Joan Brunner, Rio Verde, Arizona*



**1946 Lincoln Continental Coupe Custom,**  
*on loan from David Bunch, Highland City, Florida*



**1949 Lincoln Cosmopolitan Convertible,**  
*donated by Randy Febr, Wayland, Iowa*



**1954 Lincoln Capri (Road Race Replica) Sport Coupe,**  
*on loan from NATMUS*



**1955 Continental Mark II (Prototype) Sport Coupe,**  
*donated by Dennis Carpenter, Concord, North Carolina*



**1956 Continental Mark II Sport Coupe,**  
*donated by Harroll Hudson "Nick" Weaver, Goldsboro, North Carolina*



**1960 Continental Mark V Coupe,**  
*donated by Robert Louis Hetzel, Fort Myers, Florida*



**1962 Lincoln Continental Sedan,**  
*on loan from Bruce Ventura, Farmington Hills, Michigan*



**1971 Continental Mark III Two-Door Hardtop,**  
*on loan from Christopher Pasternak, Mishawaka, Indiana*



**1972 Continental Mark IV Two-Door Hardtop,**  
*on loan from Dennis & Louise Garrett, Plymouth, Michigan*



**1979 Lincoln Continental Town Car,**  
*donated by Thomas Vance "Tom" Minton, Bridgeview, Illinois*



**1998 Lincoln Continental Mark VIII Coupe,**  
*donated by Bruce Kopf, Grosse Pointe Shores, Michigan*



**2016 Lincoln Continental Factory Concept,**  
*on loan from Ford Motor Company, Lincoln Division*

## Featured Lincoln Enthusiast: Stan Lucas

**M**ANY OWNERS of classic Lincolns recognize the name “Lucas.” The company Lucas Classic Tires has been a source for tires for vintage cars for more than 50 years and its owner, Stan Lucas, has been a vintage and classic car enthusiast even longer.

Just as significantly, Stan is a major supporter of the Lincoln Motor Car Foundation. He is not only a collector of vintage and classic automobiles, but an automotive historian and voracious reader, with an extensive transportation library on automobiles, airplanes, airships, locomotives and ocean liners.

His car collection contains many desirable antique and classic automobiles, from the Brass Era to the Classic Era. Within that collection are four Lincolns and five Dobles, the latter being the most advanced steam car ever built. The Lincolns include a 1932 Lincoln KB LeBaron convertible roadster, a 1932 Lincoln KB sport phaeton, an all-original 1927 Lincoln Locke sport phaeton owned by President Calvin Coolidge and the one-off 1929 LeBaron Aero Phaeton, built for the annual Auto Salon.

The LeBaron Aero Phaeton had been owned for more than 30 years by a noted Pacific Northwest auto collector when Stan acquired in 1998. He still remembers paying far more than the auction estimate but doesn't regret it.

“I remember the auctioneer trying to start the bidding at what he supposed was a high number—\$100,000—and half of the hands in room went up. That car



■ Stan Lucas shows off a pair of antique auto headlights from his collection.

is the star of the Lincoln L world. It was quite possibly my last chance to buy it and I stepped up.

“I only bought cars that appealed to me,” said Stan, who noted that he focused on cars with distinctive engineering features, hence the Doble, Lincoln and early electric cars. “I bought what I liked. I have never sold a car.

“The Lincoln was a superior car in its day. I remember Edsel

Ford's statement in which he said, in effect, ‘we don't have to make a profit in this company [Lincoln], just break even. We're putting the money in the car.’”

Stan remembers that his grandfather had invested in Doble Steam Motors in 1921. As a young engineer, Stan worked for Henry J. Kaiser in the original Doble factories in 1957-58 on a steam-powered Kaiser car. The project went nowhere, but helped re-ignite Stan's fascination with the Doble automobile.

In the late 1950s, Stan was offering exhaust whistles and cut-outs for Ford Model Ts before getting into the vintage tire business. Educated as an engineer, his entrepreneurial streak took him to investing in real estate, where he was quite successful.

Today, he remains active in the collector car hobby, which includes being a true Lincoln aficionado—and a supporter of the Lincoln Motor Car Foundation.



■ One of Stan's prized possessions is the one-of-a-kind 1929 Lincoln LeBaron Aero Phaeton, with a polished aluminum boattail body and a tail-mounted rudder.



# Museum Momentum

BY JIM BLANCHARD

**Y**OUR MUSEUM continues to strengthen in both collection quality and financial footing.

August 2017 will mark the 100th Anniversary of the incorporation of the Lincoln Motor Company to build the standardized aviation motor that would be known as the Liberty: the first deployment of government-controlled design and build that would use multiple suppliers and be known as “The Arsenal of Democracy.” Of the companies chosen, Lincoln was the only firm not producing automobiles and the first to sign a contract to deliver 6,000 engines.

Thanks to the generosity of several donors and Dr. David Roycroft of Virginia, we have purchased a Liberty motor, and Dr. Roycroft is finishing its restoration in time for its unveiling at our homecoming in August. Dave is undertaking the project out of his love for the museum and to honor his father-in-law, Ed Weick, who worked with Grover Loening, who used inverted Liberty motors in his

famous Loening Amphibian.

We have a planned improvement to our Brunn Town Car display in the works as well as a photo tribute to the Peter J. Platte dealership that was the inspiration for our museum building.

Outreach continues in 2017. Our 1928 Lincoln Judkins Berline was invited to this year’s St. Johns Concours d’Elegance. Last year, we loaned Jack Eby’s 1940 Lincoln-Zephyr Continental to *Automobile* magazine for an article promoting the new Continental. The photo shoot took place at the Frank Lloyd Wright Palmer House in Ann Arbor, Michigan. The resulting photographs from this shoot are amazing.

The Shaeffer 1941 Continental went to the Edsel & Eleanor Ford House at the request of Lincoln Motor Company. A visit by editors of *China Automobile* magazine and representatives of Lincoln China was a shining example of the ability of your museum to tell the Lincoln story to a wider international audience. Four tours were conducted for the Lincoln Motor Company,

and each was met with great enthusiasm.

Our campaign for the endowment continues to build toward the one million mark with the tailwind of many great donations matched with funds from Jerry Capizzi and Chris Dunn. Estate planning giving is important as well; Mike Cunningham left us a substantial sum in his will and this we have received. Donations of literature, parts and automobiles are important as well. Randy and Jane Fehr made the generous donation of their 1949 Cosmopolitan for permanent display at the Museum. It is an excellent restoration and a fine example of the newer post World War II engineering.

Our goal is to continue to be the best museum possible, serving to recall the Lincoln story while providing inspiration to the designers and builders of tomorrow.

■ *Jim Blanchard is vice president of the Lincoln Motor Car Foundation and head of the Lincoln Motor Car Heritage Museum. He is especially knowledgeable about the 1940-'41 Lincolns, including the Continental and the Brunn Town Limousine.*

# A Unique 1940 Lincoln-Zephyr Town Limousine by Brunn

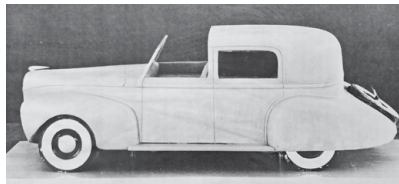


■ This 1940 Lincoln-Zephyr Brunn limousine, on loan from the McIntosh family, is currently on display in the Lincoln Motor Car Heritage Museum. Bearing Body Number 1, it was updated to 1941 trim early in life.

BY JIM BLANCHARD

**E**DSEL FORD was an enthusiastic town car owner, and he ordered a number of Brunn-bodied Lincolns. The Zephyr Brunns are significant because they are the last batch of custom-bodied Lincolns ordered by Mr. Ford. The K Lincoln production ended in 1939, and the order of fourteen Town Cars would prove to be the final production for the Brunn Company, which closed its doors in 1941. It was Brunn who first helped Ford-owned Lincoln in 1922 move away from the staid Leland-designed cars. The Zephyr Brunns are interesting because they are a blend of streamlining and formal coachwork.

The 1940 Brunn currently on display at the Lincoln Museum is Body Number 1, and was sold by Mr. Ford to Mrs. Allan Shelden. He personally helped her with



■ The original clay model of the Lincoln-Zephyr Brunn town car, from the Ford Design Studios.

the selection of exterior color and interior options. Letters between them exist in the Benson Ford Research Center. The Shelden family was a prominent dry goods merchant, and owned the Murray Body company, which supplied Ford with the convertible bodies for all roadsters and phaetons in the mid-'thirties. Mr. Allan Shelden died in 1935, but Elizabeth "Betty" Shelden continued to live on their 800-acre estate near Rochester, Michigan, now Stony Brook Metro Park.



■ This period photo shows Clara Ford's 1940 Lincoln-Zephyr Brunn town car parked in front of Fairlane, the home of Henry and Clara Ford.

The Brunn that Mr. Ford proposed to her was "exactly the type of car I was looking for," she wrote. The car was eventually purchased by Donald McIntosh, who had visited the Ford Estate in Grosse Pointe as a youngster and had admired first-hand Mrs. Eleanor Ford's Brunn Town Car.

The Brunn is one of six that were built with the exposed rear spare tire, an Edsel Ford design favorite. He also favored the open chauffeur compartment and dark maroon exterior paint with black upper, accented with a vermilion stripe. The Shelden Brunn has a closed driver compartment and is known as a town limousine.

Edsel Ford was, in effect, the "salesman" for the Brunn Town Cars. A letter to his brother-in-law, Ernest Kanzler, dated November 1, 1939, is revealing: "The price will be around \$3,700 plus taxes. They will be handled through Ford Motor Sales Company at Highland Park so that no dealer will be involved, thereby keeping the price down fairly low." Letters from the office of the president to Brunn during the build process show a penchant for detail, with conservative choices.

The Shelden Brunn is significant because of being the first, but also because it had fallen off the radar and was thought to be missing. It came to light when the McIntosh family offered it for display in the



■ Here is Brunn Body Number 4, one of three ordered in these colors by Edsel Ford. The maroon color holds a special place in Brunn history. A young Herman Brunn photographed President William McKinley riding in a horse-drawn Brunn coach painted a dark maroon with shiny black landau leather top and trimmed in rich maroon broadcloth. The car shown here is now owned by Jim Blanchard.

Lincoln museum. I have worked with Brunn historian John Murphy of Ocala, Florida, and determined that twelve of the fourteen cars are still in existence—a rather high survival rate!

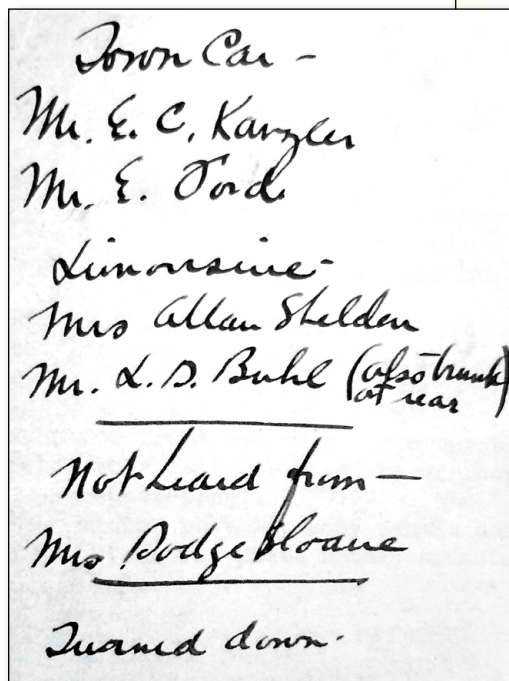
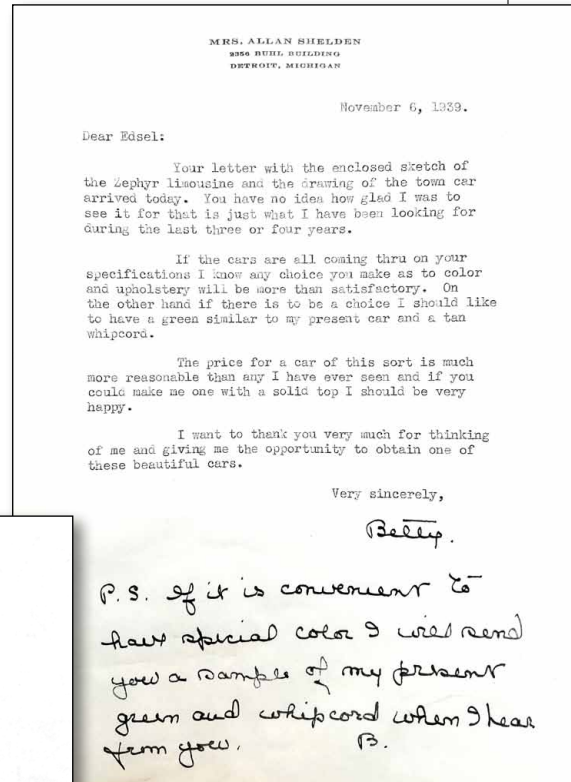
SERIAL NO.	ORIGINAL OWNER/ CURRENT OWNER	BODY STYLE
H88576	Shelden/McIntosh	Town Limo (exposed spare)
H93458	E.B. Ford/Murphy	Town Car (exposed spare)
H94019	Buhl/Murphy	Town Limo (bustle trunk)
H97739	Ford/Blanchard	Town Car (exposed spare)
H97759	Kanzler/Blanchard	Town Car (bustle trunk)
H97763	Clara Ford/ Calif. Car Museum	Town Car (exposed spare)
H99516	Louie Hall/Missing	Town Limo (exposed spare)
H100882	Unknown/Missing	unknown
H116000	Eleanor Ford/Nance	Town Car (exposed spare)
H118776	Unknown/Hunter	Town Car (low deck)
H120252	Unknown/Unknown	Town Car (low deck)
H120507	Unknown/Humphrey	Town Car (low deck)
H120728	Unknown/ Luray Cavens	Town Car (low deck)
H133589	Unknown/Robbins	Town Car (low deck)

The first nine were 1940's; the rest were built as 1941's or updated to 1941 trim. H133589 is a 1942 model in every respect. The three that were still in use after World War II by the Ford family (Clara Ford, Eleanor Ford and Ernest Kanzler) were updated to post-war front ends and used until 1952. Kanzler sold his Brunn to Robert A. Lovett, Secretary of War for Air (later Secretary of Defense under President Truman). Kanzler made the connection of the "Whiz Kids" hired by Henry Ford II to rebuild the post-war

Ford Motor Company. The Whiz Kids all worked for Lovett during the war, and most would go on to distinguished careers at Ford.

The Zephyr Town Cars tell us much about the style of the man who gave us the Continental and give a fine glimpse into the ordering of the last batch of custom-bodied Lincolns in the Classic Era.

■ Jim Blanchard is vice president of the Lincoln Motor Car Foundation and head of the Lincoln Motor Car Heritage Museum. He is especially knowledgeable about the 1940-'41 Lincolns, including the Continental and the Brunn Town Limousine.



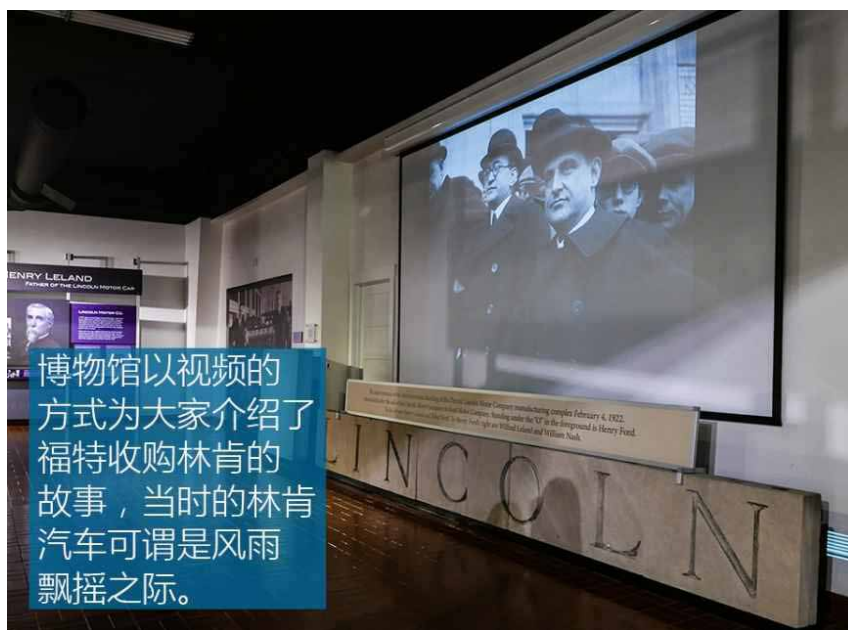
■ Above: The letter from Mrs. Allen Shelden to Edsel Ford accepting his offer to build a Lincoln-Zephyr Brunn town car. Ironically, her husband owned Murray Body Company in Detroit. Left: Note in Edsel Ford's own handwriting in which he records Brunn town car/limousine sales. Note that he doesn't use "Mr." for prospects who declined.



在三位老车主的引导下，我们步入了林肯汽车文化博物馆，进了大门首先看到的是写着“林肯设计典范”的一个横幅，其下停放了在林肯汽车设计史上具有重要地位的四款车型，从左到右依次是林肯大陆Mark II（请原谅贴图没收完整）、初代林肯大陆、全新林肯大陆概念车及1962年款林肯大陆。其中全新林肯大陆概念车正是不久前才上市的第十代林肯大陆的前身，可见在林肯内部，大家对全新大陆的设计还是非常认可的。后面我会按照时间顺序一一介绍这些车。

到了1930年林肯L型车已经走到了生产的最后一年，随后被1931年的K型车所取代。L型车的底盘以及发动机从1921年开始一直生产到1930年，它们见证了Leland设计的高品质。图上这款1930年生产的Judkins Berline是由马萨诸塞州的Judkins公司所生产的，该公司从1922年开始到1939年持续为林肯制造不同样式的车身。

## “China Autohome” Spends Day at Lincoln Museum



博物馆以视频的方式为大家介绍了福特收购林肯的故事，当时的林肯汽车可谓是风雨飘摇之际。

IN NOVEMBER 2016, the editor-in-chief and three editors from *China Autohome*, a Chinese on-line publication, spent an entire day at the Lincoln Motor Car Heritage Museum. They were hosted by LMCF trustees Jim Blanchard, Vaughn Koshkarian and Jack Juratovic.

*China Autohome* is often consulted by prospective Chinese buyers and auto enthusiasts. Heritage is of great interest to enthusiasts and buyers in China, arguably more so than in the U.S.

The Chinese visitors were extremely impressed with the museum and hope to return. The web site for the magazine is [www.autohome.com](http://www.autohome.com).



# Lincoln Designers, Product Planners, Modelers Visit Lincoln Museum

**A**WARENESS of the Lincoln Motor Car Heritage Museum is spreading within the Lincoln group at Ford Motor Company. Three different Lincoln teams visited the museum in 2016.

The Lincoln design team, led by Moray Callum, vice president Ford Global Design, and David Woodhouse, Lincoln Design Director, led a team of 25 designers who visited the museum in September.

The Lincoln clay modelers and design engineers visited the museum in November, while the Lincoln program managers visited in December.

The Lincoln marketing team visited the museum in 2015.

The Lincoln groups were hosted by LMCF trustees Jim Blanchard, Bruce Kopf, Jack Juratovic, Vaughn Koshkarian and David Schultz.

■ Below: The Lincoln design team is gathered in the museum beneath a banner proclaiming “Lincoln Design Excellence.”



■ The Lincoln design team hears an explanation of Lincoln Motor Company’s early days from LMCF Chairman David Schultz.



■ Above: Visiting after the tour are Moray Callum, head of Ford Motor Company Design, David Schultz, LMCF chairman, and David Woodhouse, Lincoln design chief.



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